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CENTRAL FAX CENTER

APR 27 2006

PROPOSED DRAFT AMENDMENT

7. (Amended) A method of electronically notifying a subscriber to a content provider of activity in a subscriber rental queue associated with the subscriber, including the steps of:

- a. defining a set of notification rules for the subscriber rental queue, which notification rules are authorized by the subscriber;
- b. monitoring the subscriber rental queue with a computer in accordance with said set of notification rules and a separate set of queue replenishment control rules authorized by the subscriber so that said computer can determine if a composition should be altered through additions of playable media titles and/or ordering of playable media titles in the subscriber rental queue should be altered;

wherein said queue replenishment control rules include a trigger event to be used in determining when said subscriber rental queue should be modified, and said trigger event is based on a quantity of playable media items remaining in the subscriber rental queue;

- c. providing a recommender system configured to provide recommendations for playable media titles;
- d. sending an electronic notification to the subscriber with said computer in response to an affirmative determination under step (b) that such notification is necessary based on said set of notification rules;
- e. interacting with the subscriber using said electronic notification to allow the subscriber to add a playable media title recommendation from said recommender system to the subscriber rental queue and/or to alter an ordering of playable media titles in the rental subscriber queue.

30. (Amended) A method of electronically notifying a subscriber to an Internet-based content provider of activity in a subscriber rental queue associated with the subscriber, including the steps of:

- a. processing a set of one or more playable media titles with a computing system in response to subscriber input provided over the Internet so as to set up a subscriber rental queue consisting of a list of ordered playable media titles to be delivered to the subscriber in a sequence identified by the subscriber;
- b. defining a set of notification rules for the subscriber rental queue with the computer system which include a subscriber selectable option to detect whether a quantity of titles in the subscriber rental queue is at or below a threshold number;
- c. monitoring the subscriber rental queue with the computing system in accordance with said set of notification rules and a separate set of queue replenishment control rules authorized by the subscriber so that said computer can determine if a quantity of titles in the subscriber rental queue is at or below the threshold number and a composition and/or ordering of playable media titles in the subscriber rental queue should be altered by adding at least one additional playable media title to the subscriber rental queue;
- d. providing a recommender system configured to provide recommendations for playable media titles;
- e. sending an electronic notification to the subscriber with said computer in response to an affirmative determination under step (c) that such notification is necessary based on said set of notification rules.
- f. interacting with the subscriber using embedded uniform resource links (URLs) in said electronic notification so as to allow the subscriber to add one or more playable media title recommendations of said recommender system.